

## CLAIMS:

5 1. A method in a remote computer network for interactively providing user-tailored information to a user via a web-based portal wherein said remote computer network has at least one client connectable to one or more servers, said method comprising the steps of:

compiling user-provided information via an interactive template within said web-based portal;

10 automatically analyzing said interactive electronic template and said user-provided information to obtain resulting user-tailored information; and

15 interactively rendering said user-tailored information in a web browser at a remote site within said remote computer network, in response to automatically analyzing said interactive electronic template and said user-provided information.

20 2. The method of claim 1 wherein the step of compiling user-provided information via an interactive template within said web-based portal, further comprises the step of:

compiling user-provided business information via an interactive template within said web-based portal.

25 3. The method of claim 1 wherein the step of automatically analyzing said interactive electronic template and said user-provided information to obtain resulting user-tailored information, further comprises the step of:

automatically analyzing said interactive electronic template and said user-

provided business information to obtain resulting user-tailored business information.

5 4. The method of claim 1 wherein the step of compiling user-provided information via an interactive template within said web-based portal, further comprises the step of:

compiling user-provided information via an a pre-qualifying template within said web-based portal.

10 5. The method of claim 1 further comprising the steps of:

developing a user profile based on said user-provided information and said user-tailored information;

15 transmitting said user profile to a product configurator;

20 automatically analyzing said user profile utilizing said product configurator to interactively provide user-tailored product information based on said user profile; and

25 interactively rendering said user-tailored product information in said web-based portal in said web browser at said remote site within said computer network, in response to automatically analyzing said user profile using said product configurator.

6. The method of claim 5 further comprising the steps of:

analyzing said user-provided information to determine if said user-

provided information contains lead information;

generating a database of lead information, in response to identifying lead information from said user-provided information.

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7. The method of claim 6 further comprising the steps of:

associating at least one graphical navigation button with particular brochure information;

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generating particular brochure information, in response to selecting said at least one graphical navigation button; and

graphically displaying said particular brochure information within said web-based portal.

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8. The method of claim 1 further comprising the steps of:

compiling an online application form wherein a user may request specific business product information;

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generating specific business product information for said user, in response to completion of said online application by said user.

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9. The method of claim 1 further comprising the steps of:

compiling an assessment of a user enterprise, in response to evaluating said user enterprise based on a user response to a predetermined business query;

generating a list of particular user business needs based on said assessment;

comparing said list of particular user business needs to a database of business products; and

matching particular business products maintained in said database of business products with particular items contained in said list of particular user business needs, thereby identifying particular business products that may be beneficial to said user enterprise.

10. The method of claim 9 further comprising the step of:

rendering product-oriented data having particular relevance to said user enterprise in a user interactive field within said web-based portal, in response to matching particular business products maintained in said database of business products with particular items contained in said list of particular user business needs.

11. A system in a remote computer network for interactively providing user-tailored information to a user via a web-based portal wherein said remote computer network has at least one client connectable to one or more servers, said system comprising:

module for compiling user-provided information via an interactive template within said web-based portal;

module for automatically analyzing said interactive electronic template and said user-provided information to obtain resulting user-tailored information;

and

module for interactively rendering said user-tailored information in a web browser at a remote site within said remote computer network, in response to automatically analyzing said interactive electronic template and said user-provided information.

12. The system of claim 11 wherein said user-provided information further comprises user-provided business information.

13. The system of claim 10 wherein said resulting user-tailored information further comprises resulting user-tailored business information:

14. The system of claim 10 further comprising:

module for compiling user-provided information via a pre-qualifying template within said web-based portal.

15. The system of claim 10 further comprising:

module for developing a user profile based on said user-provided information and said user-tailored information;

module for transmitting said user profile to a product configurator;

module for automatically analyzing said user profile utilizing said product configurator to interactively provide user-tailored product information based on said user profile; and

module for interactively rendering said user-tailored product information in said web-based portal in said web browser at said remote site within said computer network, in response to automatically analyzing said user profile using said product configurator.

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16. The system of claim 15 further comprising:

module for analyzing said user-provided information to determine if said user-provided information contains lead information;

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module for generating a database of lead information, in response to identifying lead information from said user-provided information.

17. The system of claim 16 further comprising:

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module for associating at least one graphical navigation button with particular brochure information;

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module for generating particular brochure information, in response to selecting said at least one graphical navigation button; and

module for graphically displaying said particular brochure information within said web-based portal.

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18. The system of claim 10 further comprising:

module for compiling an online application form wherein a user may request specific business product information;

module for generating specific business product information for said user, in response to completion of said online application by said user.

19. The system of claim 10 further comprising:

module for compiling an assessment of a user enterprise, in response to evaluating said user enterprise based on a user response to a predetermined business query;

module for generating a list of particular user business needs based on said assessment;

module for comparing said list of particular user business needs to a database of business products; and

module for matching particular business products maintained in said database of business products with particular items contained in said list of particular user business needs, thereby identifying particular business products that may be beneficial to said user enterprise.

20. The system of claim 19 further comprising:

module for rendering product-oriented data having particular relevance to said user enterprise in a user interactive field within said web-based portal, in response to matching particular business products maintained in said database of business products with particular items contained in said list of particular user business needs.

21. A program product residing in computer memory in a remote computer

network for interactively providing user-tailored information to a user via a web-based portal wherein said remote computer network has at least one client connectable to one or more servers, said program product comprising:

5           instruction module residing in a computer for compiling user-provided information via an interactive template within said web-based portal;

10           instruction module residing in a computer for automatically analyzing said interactive electronic template and said user-provided information to obtain resulting user-tailored information; and

15           instruction module residing in a computer for interactively rendering said user-tailored information in a web browser at a remote site within said remote computer network, in response to automatically analyzing said interactive electronic template and said user-provided information.

22. The program product of claim 21 wherein said user-provided information further comprises user-provided business information.

20           23. The program product of claim 21 wherein said resulting user-tailored information further comprises resulting user-tailored business information.

24. The program product of claim 21 further comprising:

25           instruction module residing in a computer for compiling user-provided information via a pre-qualifying template within said web-based portal.

25. The program product of claim 21 further comprising:



instruction module residing in a computer for developing a user profile based on said user-provided information and said user-tailored information;

5 instruction module residing in a computer for transmitting said user profile to a product configurator;

instruction module residing in a computer for automatically analyzing said user profile utilizing said product configurator to interactively provide user-tailored product information based on said user profile; and

10 instruction module residing in a computer for interactively rendering said user-tailored product information in said web-based portal in said web browser at said remote site within said computer network, in response to automatically analyzing said user profile using said product configurator.

15 26. The program product of claim 25 further comprising:

20 instruction module residing in a computer for analyzing said user-provided information to determine if said user-provided information contains lead information;

instruction module residing in a computer for generating a database of lead information, in response to identifying lead information from said user-provided information.

25 27. The program product of claim 26 further comprising:

instruction module residing in a computer for associating at least one graphical navigation button with particular brochure information;

instruction module residing in a computer for generating particular brochure information, in response to selecting said at least one graphical navigation button; and

5 instruction module residing in a computer for graphically displaying said particular brochure information within said web-based portal.

28. The program product of claim 21 further comprising:

10 instruction module residing in a computer for compiling an online application form wherein a user may request specific business product information;

15 instruction module residing in a computer for generating specific business product information for said user, in response to completion of said online application by said user.

29. The program product of claim 21 further comprising:

20 instruction module residing in a computer for compiling an assessment of a user enterprise, in response to evaluating said user enterprise based on a user response to a predetermined business query;

25 instruction module residing in a computer for generating a list of particular user business needs based on said assessment;

instruction module residing in a computer for comparing said list of particular user business needs to a database of business products; and

instruction module residing in a computer for matching particular business products maintained in said database of business products with particular items contained in said list of particular user business needs, thereby identifying particular business products that may be beneficial to said user enterprise.

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30. The program product of claim 29 further comprising:

instruction module residing in a computer for rendering product-oriented data having particular relevance to said user enterprise in a user interactive field within said web-based portal, in response to matching particular business products maintained in said database of business products with particular items contained in said list of particular user business needs.

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31. The program product of claim 21 wherein each of said instruction module further comprises signal-bearing media.

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32. The program product of claim 31 wherein said signal-bearing media further comprises transmission media.

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33. The program product of claim 31 wherein said signal-bearing media further comprises recordable media.